

IDEAS FOR MARKETS TO INCREASE REDEMPTION RATES

- Health Department, Extension Office and Farmers Market work together. Meet and come up with a plan.
- Set up the market at other community events and accept WIC checks there.
- Give kids free fruit or veggie to eat while they are at market such as apples, pears, tomatoes, etc. Items that are not cut.
- Have a kids day with face painting, music – give kids vouchers to use to purchase items.
- Advertise, Advertise, Advertise.
- Have big opening day. If I can't make it, take some pictures.
- Ask extension office to do sampling or cooking demos.
- Give out recipes on items you are selling.
- Use volunteers to meet and show the participant what is available and how to cook it.
- Invite others to set up booths to take blood pressure, fitness information, extension office recipes, etc.
- Use social media such as Facebook and Snap Chat.
- Put up posters or give out flyers.
- Use kids groups like boy and girl scouts, summer reading programs, open houses at schools to promote the market and invite people to come there.
- Have music at the market, invite groups or bands from schools.
- Transportation to the market – any ideas, shuttles?

IDEAS FOR HEALTH DEPARTMENTS TO INCREASE REDEMPTION RATES

- Set up a meeting with your market manager and extension office coordinator to form a plan to promote FMNP.
- Have market set up at the health department.
- Give out recipes for fruits and vegetables in season. Provide participants with the website address for the WIC FMNP Cookbook.

<http://chfs.ky.gov/NR/rdonlyres/002688C4-7240-4689-A850-ECED4ECA60B8/0/FMNPrecipebook.pdf>

- Put up posters about Farmers' Market in WIC Clinic.
- Keep in contact with the market to see what is available and let participants know.
- Include the kids when giving out the FIs. Provide coloring sheets of fruits and vegetables or just show them pictures of what they can get at the Farmers' Market.
- Be enthusiastic when giving out FMNP FIs or when discussing FMNP with staff/participants.
- Remind participants to go to the market early in the day so there will be better selection and it will be fresher.
- Volunteer to be someone who shows participants around the market.
- Call participants monthly or mail reminder cards.
 - Use monthly report to identify participants who have been issued but not redeemed.
 - Remind participants of expiration date.
 - Remind participants of what is currently in season.
 - Identify barriers to use.

Share with Participants that Farmers Markets provide:

- A wide selection of fresh, local produce that is high in nutritional quality and flavor.
- Access to food items that are grown in the region. As a result, buying locally often means that fruits and vegetables will stay fresh longer.
- The ability to purchase directly from a farmer, which supports the local economy.
- The opportunity to interact with and learn from farmers and producers.
- A venue to meet and engage with other members of your community with similar interests.